

SUPPLEMENT TO CONTRACT FOR
ADVERTISING AUTHORIZED BY A CANDIDATE

CONTRACT NO. 255746

1. THE NAME OF THE CANDIDATE IS: Barack Obama
2. THE CANDIDATE SEEKS ELECTION TO THE OFFICE OF President of the US in
the ☐ Primary Election, ☒ General Election, or ☐ Special Election.
3. THE NAME OF THE CANDIDATE'S AUTHORIZED COMMITTEE IS
Obama For America
4. THE TREASURER OF THE AUTHORIZED COMMITTEE IS
Martin Nesbitt
5. THE CONTACT PERSON FOR THE PURCHASER IS:
Katie Keuleman
Name
3050 K St NW WASH DC 20007
Address
202 338-8700
Phone Number
6. THE TOP OFFICERS* OR THE MEMBERS OF THE BOARD OF DIRECTORS OF THE PURCHASER
ARE:
Martin Nesbitt - Treasurer

Federal
President

* The Treasurer is often the only top officer of a Candidate Committee.



ORDER

Flight Dates 08/04/12-08/17/12

Contract / Revision 255746 /
Original Date / Revision 08/02/12 08/02/12

Advertiser Pol/B Obama/Pres/D

Agency GMMB

Buying Contact

3050 K Street NW
Suite 100
Washington, DC 20007

Primary Account Executive
Aaron Ashe

Account Executive	Order%	Start Date	End Date
Aaron Ashe	100%		

Product OBAMA SCHED C
Agency Com 15%
Billing Contact
3050 K Street NW
Suite 100
Washington, DC 20007

Sales Office DC
Sales Region NAT
Agency Ref

Order Sep 00:15:00
Estimate # 1549
Alt Order # 06261638
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A35+
Rev Codes AGY POL CAND
Product Codes PL-Presidential-Democrat
Priority P-2
Advertiser Ref

Order Share 100% Market Value 159700

Competing Station	% of Order	Amount
WBFS	%	0
WBZL	%	0
WFOR	%	0
WPXM	%	0
WSVN	%	0
WTVJ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	102	\$135,745.00	\$159,700.00	0.00	07/30/12	08/17/12	102	\$135,745.00	\$159,700.00
Totals	102	\$135,745.00	\$159,700.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WPLG	08/06/12	08/17/12	M-F 10a Judge Judy Judge Judy	CM	10-11a (10:30 AM-11:00 AM)	MTWTF--	:30	5	\$600.00	P-2	0.00	NM	8	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	MTWTF--					5	\$600.00		0.00			
		Week: 08/13/12	08/19/12	MTWTF--					3	\$600.00		0.00			
E 2	WPLG	08/06/12	08/10/12	M-F 11-1135P M-F 11-1135P	CM	11-1135P	MTWTF--	:30	1	\$3,700.00	P-2	0.00	NM	1	\$3,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	MTWTF--					1	\$3,700.00		0.00			
E 3	WPLG	08/06/12	08/17/12	M-F 11a The View M-F The View	CM	11-12n	MTWTF--	:30	4	\$1,000.00	P-2	0.00	NM	8	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	MTWTF--					4	\$1,000.00		0.00			
		Week: 08/13/12	08/19/12	MTWTF--					4	\$1,000.00		0.00			
E 4	WPLG	08/06/12	08/17/12	M-F 12n News M-F LCL 10 News @ No	CM	12-1PM (12:00 PM-12:30 PM)	MTWTF--	:30	5	\$600.00	P-2	0.00	NM	10	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



WPLG

Print Date: 08/02/12

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Contract / Revision 255746 Flight Dates 08/04/12-08/17/12

Hiatus Dates

Original Date / Revision 08/02/12/ 08/02/12

Order Sep 00:15:00

Advertiser Pol/B Obama/Pres/D Product OBAMA SCHED C

Estimate # 1549

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 4	WPLG	08/06/12	08/17/12	M-F 12n News M-F LCL 10 News @ No	CM	12-1PM (12:00 PM-12:30 PM)	MTWTF--	:30	5	\$600.00	P-2	0.00	NM	10	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	MTWTF--					5	\$600.00		0.00			
		Week: 08/13/12	08/19/12	MTWTF--					5	\$600.00		0.00			
E 5	WPLG	08/06/12	08/17/12	M-F 2p Good Aftn Ameri Good Afternoon Ameri	CM	2-3p	MTWTF--	:30	5	\$600.00	P-2	0.00	NM	10	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	MTWTF--					5	\$600.00		0.00			
		Week: 08/13/12	08/19/12	MTWTF--					5	\$600.00		0.00			
E 6	WPLG	08/06/12	08/17/12	M-F 4p Dr Oz Dr Oz	CM	4-5p (4:00 PM-4:30 PM)	MTWTF--	:30	3	\$1,200.00	P-2	0.00	NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	MTWTF--					3	\$1,200.00		0.00			
		Week: 08/13/12	08/19/12	MTWTF--					2	\$1,200.00		0.00			
E 7	WPLG	08/06/12	08/17/12	M-F 4:30a LCL News 4:30a LCL News	CM	4:30-5A (4:30 AM-4:59 AM)	MTWTF--	:30	5	\$150.00	P-2	0.00	NM	8	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	MTWTF--					5	\$150.00		0.00			
		Week: 08/13/12	08/19/12	MTWTF--					3	\$150.00		0.00			
E 8	WPLG	08/06/12	08/17/12	M-F 6p LCL News M-F Local News	CM	6-630pm	MTWTF--	:30	3	\$1,800.00	P-2	0.00	NM	6	\$10,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	MTWTF--					3	\$1,800.00		0.00			
		Week: 08/13/12	08/19/12	MTWTF--					3	\$1,800.00		0.00			
E 9	WPLG	08/06/12	08/17/12	M-F Wheel of Fortune M-F Wheel of Fortune	CM	7-730pm	MTWTF--	:30	4	\$2,500.00	P-2	0.00	NM	7	\$17,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	MTWTF--					4	\$2,500.00		0.00			
		Week: 08/13/12	08/19/12	MTWTF--					3	\$2,500.00		0.00			
E 10	WPLG	08/06/12	08/17/12	M-F Jeopardy M-F Jeopardy	CM	730-8pm	MTWTF--	:30	4	\$3,000.00	P-2	0.00	NM	7	\$21,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	MTWTF--					4	\$3,000.00		0.00			
		Week: 08/13/12	08/19/12	MTWTF--					3	\$3,000.00		0.00			
E 11	WPLG	08/06/12	08/17/12	M-F 7-9a GMA Good Morning America	CM	7-9am (8:00 AM-9:00 AM)	MTWTF--	:30	4	\$1,200.00	P-2	0.00	NM	7	\$8,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	MTWTF--					4	\$1,200.00		0.00			
		Week: 08/13/12	08/19/12	MTWTF--					3	\$1,200.00		0.00			
E 12	WPLG	08/06/12	08/17/12	M-F 9a Live Regis/Kelly Live With Kelly	CM	9-10a (9:00 AM-9:30 AM)	MTWTF--	:30	5	\$700.00	P-2	0.00	NM	9	\$6,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	MTWTF--					5	\$700.00		0.00			
		Week: 08/13/12	08/19/12	MTWTF--					4	\$700.00		0.00			
E 13	WPLG	08/06/12	08/13/12	Mon 8-9p Bachelor Pad	CM	8-10p (8:00 PM-10:00 PM)	1-----	:30	1	\$8,000.00	P-2	0.00	NM	2	\$16,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	1-----					1	\$8,000.00		0.00			
		Week: 08/13/12	08/19/12	1-----					1	\$8,000.00		0.00			
E 14	WPLG	08/04/12	08/11/12	9AM-Sat LCL 10 News Local 10 News Saturd	CM	9-10:30am (10:00 AM-10:30 AM)	-----1-	:30	1	\$1,000.00	P-2	0.00	NM	2	\$2,000.00

